

Asian/Pacific Islander
Quit Line Data Summary
October 1 - December 31, 2002

	<u>Asian/Pac. Is.</u>	<u>State</u>
Number of Calls to Quit Line	N = 47	N = 3,753
Percent of Statewide Calls	1.7%	100.0%
Percent of State Population	6.0%	100.0%
	<u>Asian/Pac. Is. %</u>	<u>State %</u>
Gender	N = 47	N = 3,291
Female	57.4%	61.0%
Male	42.6%	39.0%
Race/Ethnicity	N = 47	N = 2,816
Asian/Pacific Islander	100.0%	1.7%
Age	N = 46	N = 2,956
Less than 18 years old	4.3%	2.7%
18 - 24 years old	21.7%	14.4%
25 - 34 years old	37.0%	21.8%
35 - 44 years old	21.7%	25.9%
45 years and older	15.2%	35.1%
Education	N = 44	N = 2,860
Did not graduate high school	15.9%	18.4%
High school graduate	20.5%	33.3%
Some college/vocational school	40.9%	34.9%
College graduate	22.7%	13.5%
Caller Type	N = 46	N = 3,367
General Information	4.3%	11.2%
Health care provider	0.0%	2.9%
Tobacco user	95.7%	85.9%
Payer Type	N = 31	N = 2,129
Insured	48.4%	41.5%
Uninsured	22.6%	24.9%
Medicaid	29.0%	33.5%
Heard About	N = 41	N = 2,888
Past caller	19.5%	18.5%
Employer/worksites	0.0%	0.8%
Health care provider	26.8%	21.8%
Television	22.0%	18.4%
Outdoor advertisement (billboard/bus/wall)	4.9%	7.2%
Targeted mailing	0.0%	0.9%
Great Start	0.0%	0.1%
Radio	0.0%	2.2%
Newspaper/Magazine	2.4%	2.2%
Brochure/Newsletter	7.3%	6.2%
Family or friend	14.6%	17.9%
Health Department	2.4%	2.9%
School	0.0%	0.9%